



ORDER

Flight Dates **10/02/12-10/08/12**

Contract / Revision **313471 /**

Original Date / Revision
09/30/12 10/01/12

Advertiser **DCCC**

Agency **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

Democratic Congressional Campai

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:13:00

Estimate # **1474**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 12% Market Value 157500

Competing Station	% of Order	Amount
CABLE	%	0
KASW	3%	4725
KDRX	%	0
KPHO	18%	28350
KPNX	18%	28350
KPPX	%	0
KSAZ	22%	34650
KTVK	27%	42525
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	26	\$16,065.00	\$18,900.00	0.00
Totals	26	\$16,065.00	\$18,900.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/08/12	26	\$16,065.00	\$18,900.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	10/02/12	10/05/12	M-F 6-7am M-F 6-7am	CM	6am-7am	- TWTF - -	:30	2	\$500.00	FX	0.00 NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -			2		\$500.00		0.00			
N 2	KNXV	10/02/12	10/05/12	M-F 7-9am M-F 7-9am	CM	7am-9am	- TWTF - -	:30	3	\$500.00	FX	0.00 NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- TWTF - -			3		\$500.00		0.00			
N 3	KNXV	10/07/12	10/07/12		CM	6am-7am	- - - - - S	:30	1	\$250.00	P-2	0.00 NM	1	\$250.00



KNXV

Print Date: 10/01/12

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Contract / Revision **313471** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 09/30/12/ 10/01/12

Order Sep 00:13:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1474**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Su 6-7am GMA											
				Su 6-7am Good Morning ,											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-----S		1			\$250.00		0.00				
N 4	KNXV	10/02/12	10/05/12	M-F 11am-12pm	CM	11am-12pm	- TWTF - -	:30	3	\$150.00	P-6	0.00	NM	3	\$450.00
				ABC15 News at 11AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	- TWTF - -		3			\$150.00		0.00				
N 5	KNXV	10/02/12	10/05/12	M-F 4pm-430pm	CM	4pm-430pm	- TWTF - -	:30	2	\$650.00	P-3	0.00	NM	2	\$1,300.00
				4PM News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	- TWTF - -		2			\$650.00		0.00				
N 6	KNXV	10/02/12	10/05/12	M-F 5pm-530pm	CM	5pm-530pm	- TWTF - -	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
				M-F 5pm-530pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	- TWTF - -		2			\$900.00		0.00				
N 7	KNXV	10/08/12	10/08/12	M-F 5pm-530pm	CM	5pm-530pm	M- - - - -	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
				M-F 5pm-530pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	M- - - - -		1			\$900.00		0.00				
N 8	KNXV	10/02/12	10/05/12	M-F 5pm-530pm	CM	5pm-530pm	- TWTF - -	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
				5:28-5:30pm break											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	- TWTF - -		3			\$1,000.00		0.00				
N 9	KNXV	10/02/12	10/05/12	M-F 6pm-630pm	CM	6pm-630pm	- TWTF - -	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	- TWTF - -		2			\$900.00		0.00				
N 10	KNXV	10/08/12	10/08/12	M-F 6pm-630pm	CM	6pm-630pm	M- - - - -	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	M- - - - -		1			\$900.00		0.00				
N 11	KNXV	10/06/12	10/06/12	Sa 4pm/5pm News	CM	4-430p/5-530p	- - - - - S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				Sa 4pm/5pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	- - - - - S-		1			\$600.00		0.00				
N 12	KNXV	10/07/12	10/07/12	Su 5pm News	CM	5pm-530pm	- - - - - S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				SU 5pm-530pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	- - - - - S		1			\$600.00		0.00				
N 13	KNXV	10/02/12	10/05/12	M-F 10-1035pm	CM	10pm-1035pm	- TWTF - -	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	- TWTF - -		3			\$1,200.00		0.00				
N 14	KNXV	10/07/12	10/07/12	SU 10-1035pm	CM	10pm-1035pm	- - - - - S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	- - - - - S		1			\$1,200.00		0.00				
													Totals	26	\$18,900.00